



BRIEF INTRODUCTION

Axis Global Limited (AGL) is a corporate brokerage house of the Karachi Stock Exchange Limited. AGL was incorporated in March, 2005 as a corporate brokerage house and it started its operations instantaneously.

AXIS Global Limited under its new management has earned acclamations for its exceptional financial services to institutional investors including Corporations, Financial Institutions, broker-dealers and retail clients as well. Our core competencies stem from the strength of our functions including, Equity Sales, Research, Corporate Finance and superior Information Technology services, which have resulted in the formation of our new online brokerage division. With future plans for expansion in place and its objectives to go public, the Management with its past experience plans to be committed to setting standards in equity trading.

With its desire and vision to become the leading brokerage house in Pakistan, the Management focuses on its core competencies in equity trading, equity research and corporate finance to provide its clients with superior financial services in Pakistan. The Company plans to acquire industry recognition for its services among its corporate clients from inception.

UNITS

Equity Sales

Institutional Sales

Our services within the financial markets has earned us acclimations within the industry and amongst our clients by replacing traditional methods of equity brokerage, to provide one-to-one customized, reliable and secure financial services to investment banks, NBFIs, Leasing, Insurance, Mutual Funds and other sectors.

Our core function lies with our highly skilled and experienced equity trading team. With an objective to provide clients with competitive financial services, we ensure each client individualized services to match distinct profiles. Added to this, the integration of

our equity sales team with that of our research function enables our equity sales team to provide in addition to brokerage services, news and views on the latest happenings in the financial markets.

Retail Sales

Domestic investors constitute the largest percentage of the daily trading volume conducted on the Karachi Stock Exchange, and their numbers are increasing rapidly every year. To benefit from this rapid growth, AGL has focused on the expansion of client base, served by its current efforts to provide on-line trading and through its domestic sales and trading professionals. AGL is well positioned to better serve its clients.

Our retail services were designed and developed to accommodate a broad array of retail clients including low profit individuals to high-net-worth clients. Through our trained and experienced retail desk we specialize in individualized portfolio management services to provide clients with a mix of long and short-term investments based on comprehensive risk assessment procedures.

The retail clients from all over the country are kept abreast with latest development in the capital markets through Automatic SMS Alert system.

Online Trading

The combination of a booming equity market, stable economic fundamentals, proliferation of information technology, and the Company's commitment to providing its customers with outstanding financial services has resulted in the establishment of **Online trading** – a division formed with the intention of providing retail and institutional investors the requisite tools, applications and business process to enter into the exciting world of online trading in Pakistan. With a strategy, which stresses one-to-one personalized marketing **Online**, ensures each customer a unique experience in online trading. It utilizes the latest in computer hardware/software, onsite/offsite backup procedures and security measures to provide customers with the most reliable, and secure infrastructure for online trading in Pakistan. All of these features combined with its ability to provide real time access to news, information and market updates, distinguish **Online** from its competitors. While still in its inception stages, **Online** has invested significant resources in its business strategy, and intends to achieve leadership status in online trading, through its specialized products and services in the coming years.

Research Department

In the process of establishing as the backbone of AGL, it will grow steadily and will be composed of dedicated equity analysts with strong backgrounds and high ethical standards. AGL's research department will be a regular supplier of information to its Clients. To maintain a good coverage of the Pakistani stocks necessitates a thorough understanding of economic fundamentals and political dynamics. The research team

will monitor these developments closely and provide comprehensive macro-economic updates and analysis in a timely manner. The ability to locate and gather accurate data from many sectors of the economy through reliable industrial sources and contacts will be an advantage developed by AGL's analysts. The research department at AGL will be reputed to be the provider of the most pertinent investment advice based on thorough fundamental analysis and accurate company valuation.

In addition to these functions the research department will provide investors and the industry with expert analysis and opinions on numerous economic issues through daily, weekly and monthly research publications. These publications will cover the latest developments in economics, politics, numerous industries and the stock market.

Corporate Finance

Combined with its services in equity trading, the Company additionally specializes in corporate finance and investment banking. Some of the functions of this department include advisory services to corporate clients on raising finances through domestic capital markets, privatization and establishments of ventures, and active participation in origination of deals. It additionally specializes in developing financial models/projections, structuring of Term Financing Certificates (TFC), issues and preparation of information memorandum/offer for sale of private placements of debt and equity instruments.

Asset Management Unit

AGL is continuously working to improve its asset management skills and services. Currently, it offers Discretionary Portfolio Management Services. Portfolio managers at AGL follow a very thorough process to design, invest and monitor the performance of each individual client's portfolio.

Operations and Accounting

At AGL, two separate departments carry out Operations and Accounting. The Operations Department is responsible for processing security trades as well as handling all monetary flows, the settlement of equity and treasury bills. Banks and custodial institutions deal directly with this Department at AGL. The Accounting Department maintains all of AGL financial records. Besides long-term bookkeeping activities, it keeps a daily record of all personnel and administrative transactions.

Internal Auditing

The Internal Auditing Department ensures that the Operations and Accounting Departments conform to the rules of the Capital Markets and Pakistani Tax Authorities. The Department verifies that the brokers, client representatives working in trading and

treasury units have performed their duties within the limits of Pakistan's strict code of conduct. The Department is also responsible for the preparation of AGL's monthly profitability reports and annual budget for the management committee.

Human Resources and Administration

AGL's Human Resources and Administration Department is responsible for meeting and managing its increasing needs of personnel and daily administrative details. It was re-organised in 2010 to ensure that AGL will be well positioned to handle its continued rapid growth into the future.

THE MANAGEMENT

The Company is managed by a dedicated team of highly qualified and experienced professionals and well-reputed sponsors. The management team carries vast experience of the capital markets and enjoys a competitive edge with its risk management skills to make prudent investment decisions taken on rational equity market analysis.

The brief profile of the key members of the management team is as under:

Hamad Kehar - Managing Director

Mr. Kehar has over 22 years of rich experience specializing in investment banking and corporate strategy and has spent his career advising institutions and corporations on diversification, market entry, financial restructuring, mergers and acquisitions and capital rising.

He has his Bachelor's degree in MIS from University of Alaska and post graduate certification from Harvard University.

Khawaja Amir Ishaq - Director

Mr. Amir Ishaq is the Chairman of the group with over 20 years of business experience. He provides experience and is the strategic planner for the group. Strong knowledge of the business management is one of his core strengths.

He has a strong and dynamic personality leading a team of highly qualified individuals. His core belief is team work that is taking his group from strength to strength.

His business experience stretches beyond Pakistan and has vested business interests in Dubai and Korean markets.

Khawja Aadil Razzaq - Director

Mr. Aadil Razzaq is a director in the Company as well as holds directorships in other business of the group. He has over 12 years of experience in the field of business management and strategic planning.

Under his strong leadership and firm belief the group has grown tremendously over the years. Due to his dynamics, the group has recently acquired membership of the Dubai Gold and Commodities Exchange.

Mr. Aadil Razzaq's vast experience ranges from the Pakistani equity brokerage and commodities market to real estate in Dubai and England.

Salman Turk - Head of Operations

He has in depth knowledge of financial management, accounting and front & back-office operations of capital markets. He has worked with leading institutions and holds diversified experience of 13 years in brokerage operations.

Poonam Bansi - Marketing Manager

Mrs Bansi has a Masters Degree in Economics and started her career with the organization in 2010 in administration department. After gaining grip in her department and understanding the need of the company she excelled in forming the strategy and implementing strategic plans to attract potential clients and retain the existing ones.